

About the Survey

FoodS tracks consumer preferences and sentiments on the safety, quality, and price of food at home and away from home with particular focus on meat demand. FoodS is a monthly on-line survey with a sample size of at least 1,000 individuals, weighted to match the US population in terms of age, gender, education and region of residence. See the [online technical document](#) for more details.

MEAT DEMAND

Willingness-to-Pay	Steak	Chicken Breast	Hamburger	Pork Chop	Deli Ham	Chicken Wing	Beans & Rice	Pasta
Last Year: January 2014	\$6.88	\$5.03	\$4.06	\$3.47	\$1.97	\$2.52	\$2.04	\$3.18
Last Month: December 2014	\$7.80	\$5.02	\$4.49	\$4.08	\$2.67	\$2.52	\$2.35	\$3.79
January 2015	\$7.28	\$5.09	\$4.14	\$4.04	\$2.41	\$2.55	\$2.33	\$3.25
% change (Dec. - Jan.)	-6.67%	1.39%	-7.80%	-0.98%	-9.74%	1.19%	-0.85%	-14.25%

Willingness-to-pay (WTP) for all beef and pork products decreased from one month ago. WTP for chicken products increased. WTP for steak and hamburger both fell by around 7% and deli ham WTP decreased almost 10% from one month ago. WTP for all meat products remain higher relative to this time last year.

FOOD EXPENDITURES

	Current weekly at home	Current weekly away from home	Anticipated change in at home in next 2 weeks	Anticipated change away from home in next 2 weeks
January 2014	\$92.11	\$45.54	-0.65%	-1.93%
December 2014	\$94.05	\$49.04	0.69%	-1.46%
January 2015	\$92.76	\$49.41	-0.75%	-2.06%
% change (Dec. - Jan.)	-1.37%	0.75%	-----	-----

In January, food-grocery expenditures were \$92.76, down slightly from one month ago. \$49.41 was spent on food consumed away from home, up 0.75% from December. Consumers expect slightly higher meat prices this month. Expected purchasing patterns remain similar to previous months, with slight a decrease in planned purchases of all meat products.

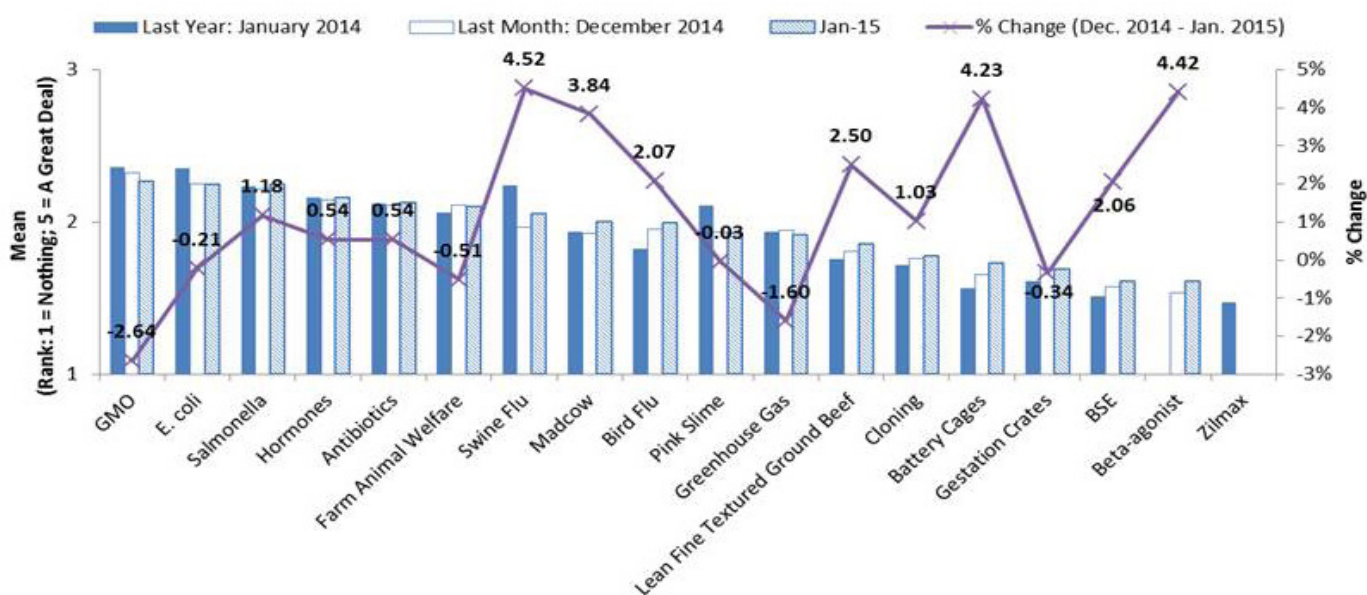
Consumer Expectations



AWARENESS & CONCERN TRACKING

GMO, E. coli, and Salmonella remained the most visible issues in the news over the past two weeks. The largest percentage jump in awareness from December to January was for swine flu and beta-agonists. The largest percentage fall from December to January was for GMOs. Salmonella, E. coli and antibiotics were ranked as the top three concerns during January. Concern for all issues increased from December to January. The largest percent increase from last month was for bird flu and swine flu.

Awareness of Food Issues



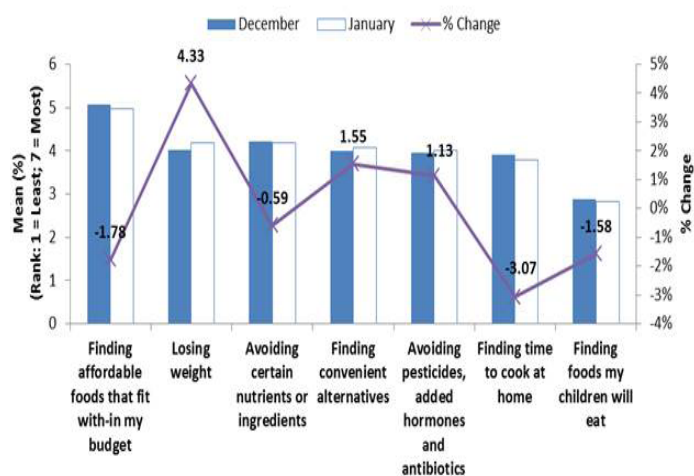
Concern for Food Issues



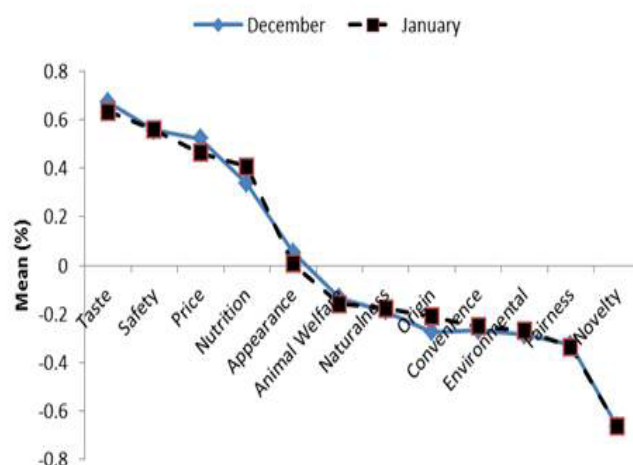
GENERAL FOOD VALUES

Taste, safety, and price remained consumers' most important values when purchasing foods. Consumer values remained similar to those in past months, with an increase in perceived value of nutrition and origin and a decrease in perceived value of taste and price. Similar to previous months, consumers reported that their main challenge was finding affordable foods that fit within their budget. Finding time to cook at home and finding food children will eat remained least pressing challenges. There was a 4.3% increase in the challenge of losing weight in January. 4.91% of participants reported having food poisoning, a 1.80% decrease from December.

Consumer Challenges



Consumer Values

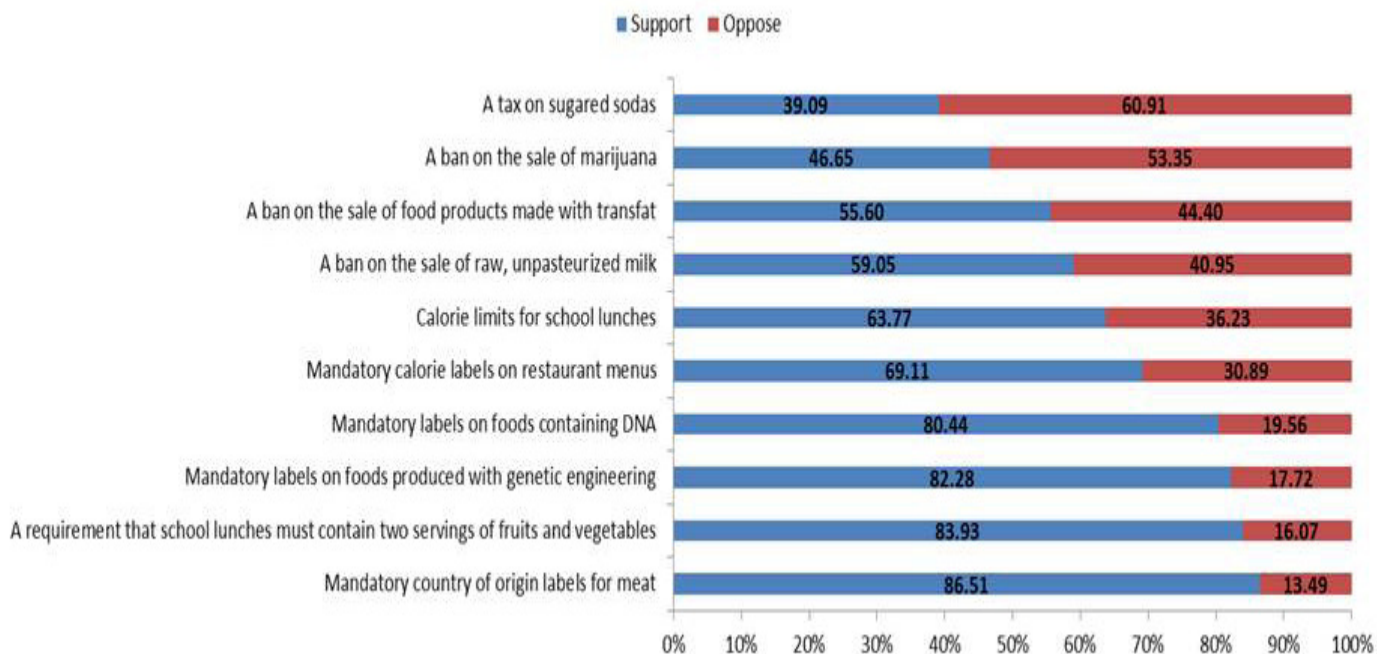


Three new ad hoc questions were added to the survey this month.

The first question asked: “Do you support or oppose the following government policies?”

86.5% of respondents support mandatory country of origin labels for meat. A large majority (82%) support mandatory labels on GMOs, but curiously about the same amount (80%) also support mandatory labels on foods containing DNA. The least popular policies were bans on transfats, bans on sales of marijuana, and a tax on sugared sodas. Only about 39% of respondents supported a sugared soda tax.

Support or Oppose of Government Policies



Secondly, participants were asked “Did you read any books about food and agriculture in the past year?” Participants were asked to select “Yes”, “No”, or “I don’t know”.

Just over 16% of participants stated that they had read a book related to food and agriculture in the past year. About 81% answered “No”, and 3% answered “I don’t know”.

Those who answered “Yes” were asked: “What is the title of the most recent book you read about food and agriculture?”

The vast majority of responses were of the form “I don’t remember” or “cannot recall”. Fast Food Nation, Food Inc., and Omnivore’s Dilemma were each mentioned about three times. The Farmer’s Almanac and Skinny Bitch were mentioned twice. One respondent mentioned the bible.